

ARMENIAN FESTIVAL, INC.
P.O. Box 3136
Laguna Hills, CA 92654-3136

Email: sponsors@armenianfestival.org
www.armenianfestival.org

September 17, 2007

Dear Sponsor:

This is our third annual festival and we would like to make it yet another huge success having strong sponsors like yourselves. Please mark your calendar the weekend of October 13 and 14 at the beautiful park-like setting of the Laguna Hills Community Center, located at 25555 Alicia Pkwy., in Laguna Hills to come and enjoy a weekend of fun.

You can be a part of this exciting popular event, where thousands are expected to return from all over the Southland for a unique, fun-filled family entertainment and cultural experience. Again this year, the Festival promises delicious Armenian food, rousing dance music and an entertainment program of authentic dancers in breathtaking costumes from several southland groups performing continuously throughout the weekend. This is an event targeted for all audiences of all ages and all cultural backgrounds.

Our Mission: The Armenian Festival's mission of providing an opportunity for all individuals and groups of the Armenian community to better inform the public of the values and virtue of the Armenian people, its history, culture and contributions to society is foremost an integral core of its annual festival activities taking place here in Orange County.

Our goal: This year, the goal of the Committee is to allocate the net proceeds from the festival to local schools, the Eye Care Project and Ararat Home.

We are looking for sponsors. Sponsorship of the Armenian Festival would raise your profile with other community-minded businesses in Orange County. In return for your investment in the Festival, your company would receive the following benefits:

\$3,000 Platinum:

- Your company will be advertised on the ArmenianFestival.org website for the duration of one year;
- your company name will be displayed on an advertising 4'x12' banner at the Festival grounds;
- VIP seating will be assigned for all sponsors;
- company name will be announced during the festival.

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\$2,000 Gold:

- Your company will be advertised on the ArmenianFestival.org website for the duration of one year;
- your company name will be displayed on an advertising 3'x10' banner at the Festival grounds;
- VIP seating will be assigned for all sponsors;
- company name will be announced during the festival.

\$1,000 Silver:

- Your company will be advertised on the ArmenianFestival.org website for the duration of one year;
- your company name will be displayed on an advertising 3'x10' banner at the Festival grounds;
- VIP seating will be assigned for all sponsors;
- company name will be announced during the festival.

\$500 will sponsor a 2'x8' booth banner at the festival grounds for the entire weekend.

Message To Our Supporters:

Our cause is a strong one – Education – especially that which involves the children, our future generation. Please give us a hand to continue our mission of reaching out and help with your sponsorship efforts and tax-deductible contributions.

Enclosed is a pledge card with a return addressed envelope for your convenience. Please make checks payable to: Armenian Festival, and mail check to: P.O. Box 3136, Laguna Hills, CA 92654-3136. If you have any questions, please feel free to contact us by telephone at (949) 309-2900, toll free (888) hye-fest; or via email at **sponsors@armenianfestival.org**.

The Committee looks forward to hearing that you will participate in this worthwhile project.

Sincerely,

ARMENIAN FESTIVAL OF ORANGE COUNTY
ORGANIZING COMMITTEE